

How to Create a Sense of Place at a Farmers Market

Joe Burgum
Community builder at Folkways

why does a sense of place matter?

people dont go to “non places”

Great places attract people.

great places
+
people
+
organic interactions
=
building community

where do people want to spend time ?

Destination and attractions



identity - image - ritual





welcoming - inviting - safe

build a room

ALLEY FAIR



thinking about senses





needs

If there is some where to sit ,people
will sit there - Jan Gehl



more time = more sales

How do you know if you made a 'place'?

You know the feeling....

You know the photo....







use your space! test it

look at it as if for the first time

observe how people use it

incremental changes

test - observe - iterate

Thanks

joe@folkways.co